

What is claimed:

1. A method for selecting content, comprising the steps of:

(a) downloading, at a user display station, a file with code for displaying an electronic page containing an embedded content-tag, wherein the page contains space for displaying selected content;

(b) in response to receipt of the embedded content-tag at the user display station, issuing a first request to a content delivery network for information associated with the embedded content-tag and processing code;

(c) in response to receipt by the content delivery network of the first request, downloading the information associated with the embedded content-tag and the processing code from the content delivery network to the user display station, wherein the information associated with the embedded content-tag includes information about a plurality of active content campaigns associated with the embedded content-tag and targeting criteria; and

(d) selecting, at the user display station, one of the plurality of active content campaigns using the processing code and in accordance with the information about the active content campaigns and the targeting criteria.

2. The method of claim 1, wherein the content comprises an advertisement, further comprising the steps of:

(e) issuing a second request from the user display station to the content delivery network for advertisement information associated with the selected campaign;

(f) in response to receipt of the second request, downloading the advertisement information to the user display station;

(g) selecting, at the user display station, an advertisement from the downloaded advertisement information using the processing code and in accordance with the targeting criteria; and

(h) displaying, at the user display station, the selected advertisement in the space on the page.

3. In a system in which a plurality of electronic pages can be viewed by a user, at least one of the electronic pages comprising at least one space for displaying content associated with a selected content campaign, a method for selecting a content campaign, comprising the steps of:

(a) assigning a plurality of content campaigns to one or more of the spaces;

(b) assigning an initial share value to each of the plurality of content campaigns;

(c) upon a viewer downloading one of the electronic pages, identifying at least a subset of content campaigns from the plurality of content campaigns to display to the viewer based on, at least, targeting criteria;

(d) determining a chance value for each of the content campaigns in the subset, wherein the chance value is based at least in part on a number of times each of the content campaigns fulfilled the targeting criteria for each one of the spaces;

(e) if necessary based on the chance value, adjusting the initial share value;

(f) assigning to each of the content campaigns in the subset a number of numerals, the number based on the adjusted share value;

(g) generating a random numeral; and

(h) selecting from the subset of content campaigns one content campaign that is assigned a numeral corresponding to the generated random numeral.

4. The method of claim 3 wherein the initial share value is fixed.

5. The method of claim 3 wherein the initial share value is calculated.

6. The method of claim 5 wherein the initial share value is calculated based at least in part on (i) a number of times each of the content campaigns is intended by a promoter of the content campaign to be viewed over a period of time, and (ii) an estimated number of times each of the content campaigns will be viewed on the one or more spaces over the period of time.

7. The method of claim 6 wherein each of the plurality of content campaigns is assigned a priority and wherein the initial share value calculated for each of the content campaigns is adjusted based on the priority.

8. A system for selecting content, comprising:

a user display station that downloads a file with code for displaying an electronic page containing an embedded content-tag, wherein the page contains space for displaying selected content;

a content delivery network that receives a request for information associated with the embedded content-tag and processing code from the user display station in response to receipt of the embedded content-tag at the user display station; and in response to receipt by the content delivery network of the first request, downloads the information associated with the embedded content-tag and the processing code to the user display station, wherein the information associated with the embedded content-tag includes information about a plurality of active content campaigns associated with the embedded content-tag and targeting criteria;

wherein the user display station selects one of the plurality of active content campaigns using the processing code and in accordance with the information about the active content campaigns and the targeting criteria.

9. The system of claim 8, wherein the content comprises an advertisement, wherein the user display station issues a second request to the content delivery network for advertisement information associated with the selected campaign; in response to receipt of the second request, the advertisement information is downloaded to the user display station; the user display station selects an advertisement from the downloaded advertisement information using the processing code and in accordance with the targeting criteria; and the user display station displays the selected advertisement in the space on the page.